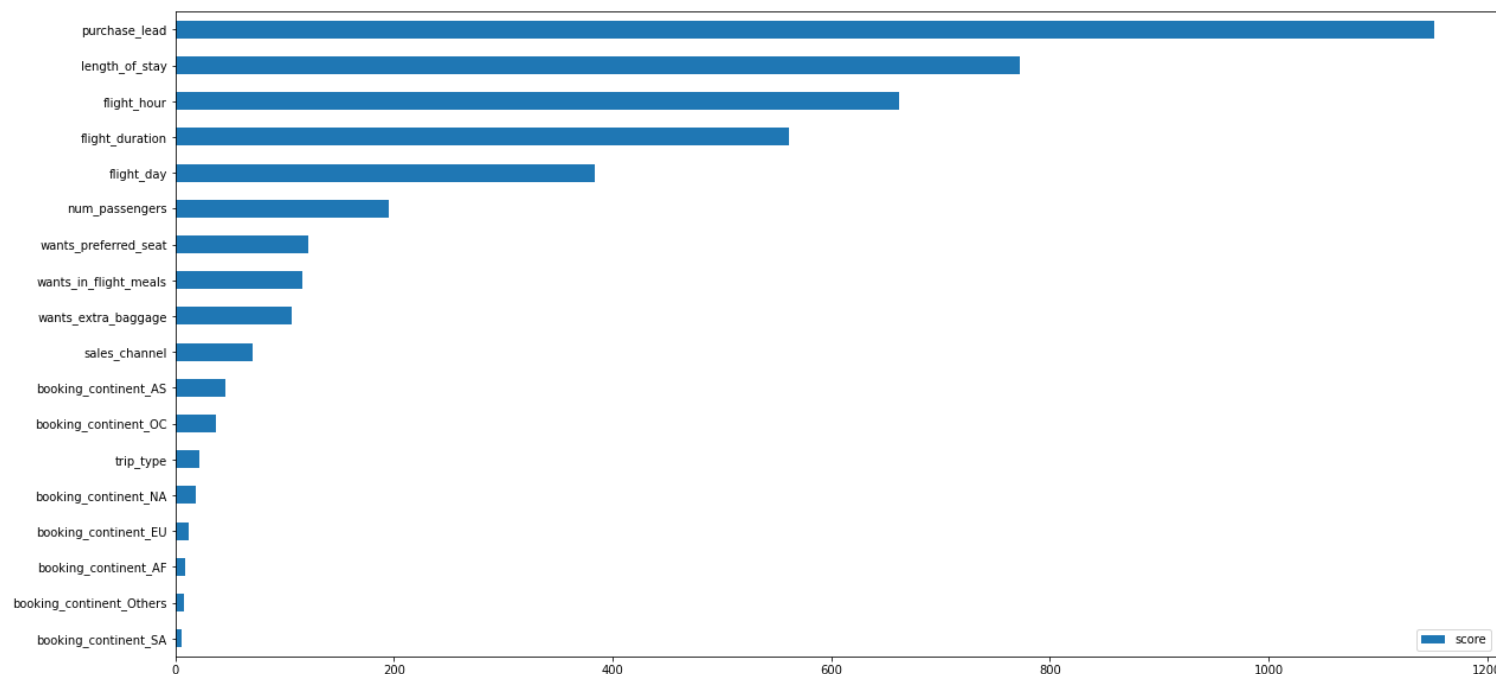# RESULT OF PREDICTING CUSTOMER BUYING BEHAVIOUR

BY: ALIA MICHAEL

RESULT

From our model's feature importance, we know that the influencing factors for customers to complete their bookings are purchase_lead (which is the time gap between the order time and the flight) and length_of_stay (that is how long the customer will occupy the destination)

The area where the customer orders do not affect whether the customer will complete the booking or not.